

On September 10, 2020, on a motion by Stephen O'Neil, seconded by Jack McCormack, the committee voted 6-0 to approve these minutes.

Town of Yarmouth

MINUTES OF THE COMMUNITY & ECONOMIC DEVELOPMENT
COMMITTEE MEETING OF
August 6, 2020

The Yarmouth Community & Economic Development Committee held a Remote Business Meeting at 4:30 p.m. on Thursday, August 6, 2020. The meeting was conducted through Zoom videoconferencing.

Committee Members Present: Peter Smith (arrived at 4:35pm), Mary Vilbon, Stephen O'Neil, Ken Smith, Jack McCormack, and Joanne Crowley

Staff: Kyle Pedicini, Economic Development Coordinator; Karen Greene, Director of Community Development

The meeting was opened by Ken Smith at 4:30pm

YARMOUTH TOWN CLERK
'20SEP14PM3:29 REC

1. Tourism Revenue Preservation Fund

Kyle Pedicini, Economic Development Coordinator, explained that the committee currently has \$134,340.06 available in unallocated funding and \$147,447.87 available for physical improvement funding, if the proposed allocations are approved. Proposed allocations for FY21 are: \$187,573.23 for unallocated funds, \$25,000 for personal services, \$100 for legal ads, \$750 for supplies, \$90,000 for marketing, and \$75,855.77 for physical improvements.

Vote: On a motion from Jack McCormack, seconded by Stephen O'Neil, the Committee voted to approve the allocations as proposed, by a vote of 6-0. The vote was conducted by roll call and Peter Smith, Jack McCormack, Stephen O'Neil, Mary Vilbon, Joanne Crowley, and Ken Smith all voted to approve.

2. Chamber of Commerce Marketing Update

Jenn Werner, Communications Director for the Yarmouth Chamber of Commerce, presented the committee with a Chamber of Commerce marketing update. She reviewed marketing initiatives the Chamber has undertaken over the past few months and also explained future marketing plans. Committee member Ken Smith suggested the Chamber target marketing in an effort to make up for the lack of motor coach visitors the Town is receiving, which had previously been a boost to Yarmouth's tourism. Committee members thanked Ms. Werner for her report and hard work to continue to market Yarmouth as a destination.

3. Drive-In Site Updates

Kyle Pedicini, Economic Development Coordinator, provided an update on the Drive-In site. It was explained that the contract with 5th Element Consulting Group is all signed and

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ready to go, but the project is delayed due to COVID-19 travel restrictions. Mr. Pedicini also stated that operations at the Drive-In site seem to be going well, with the Town receiving limited complaints regarding its operations. The event organizer will be requesting an extension of his entertainment license through October and is also requesting to serve alcohol on site. The Committee expressed support for the extension of the entertainment license to promote shoulder season activity in Yarmouth (and thus assisting to extend the tourism season), but decide to take no action to recommend/oppose the liquor license application.

Vote: On a motion from Jack McCormack, seconded by Stephen O'Neil, the Committee voted to write a memo of support for the request to extend the entertainment license at the Drive-In site through October, by a vote of 6-0. The vote was conducted by roll call and Peter Smith, Jack McCormack, Stephen O'Neil, Mary Vilbon, Joanne Crowley, and Ken Smith all voted to approve.

4. Committee Member Updates

Jack McCormack explained that the Drive-In Site Utilization Committee (DISUC) recently reviewed the old Drive-In site Marina idea at the direction of the Selectmen. Mr. McCormack explained that the Marina idea was previously thoroughly reviewed and found to be an uneconomical proposal.

Joanne Crowley explained Planning Board is currently looking into how to implement the Town's visioning process under COVID-19 regulations.

5. Staff Updates

Kyle Pedicini, Economic Development Coordinator, updated the committee on a state economic incentive program called the MA Vacant Storefront program. It was explained this program provides tax credits to businesses occupying spaces that were previously vacant for one year or more. Chaya Rosenberg, owner of the Great Island Plaza in West Yarmouth, explained that her potential tenants may be interested in utilizing the program. The Committee agreed to discuss the topic in more detail at a future meeting and also agreed to submit a letter of support for Ms. Rosenberg's ZBA application to re-develop her property.

Vote: On a motion from Ken Smith, seconded by Jack McCormack, the Committee voted to write a letter of support for the Great Island Plaza ZBA application, by a vote of 6-0. The vote was conducted by roll call and Peter Smith, Jack McCormack, Stephen O'Neil, Mary Vilbon, Joanne Crowley, and Ken Smith all voted to approve.

Mr. Pedicini also updated the committee on PACE, which is a clean energy incentive program Yarmouth opted-into last year. The program guidelines were recently released and applications can begin to be accepted.

There was also an update provided on the CEDC-funded DPW projects, as it was explained

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that the contracts are currently being signed for the Yarmouth Port Common drainage and electrical projects. The DPW has been unable to fill the Beautification Team positions at the moment and those funds may be returned to the committee in the near future.

The banner project was also reviewed and Mr. Pedicini noted that he recently touched base with Simple Signs who is ready to install the banners whenever the Town gives the go ahead. The Committee expressed their support to proceed with the project.

Finally a brief update was provided on the remaining special events in Yarmouth that received tourism funds. It was explained that the Seaside Festival and TB Farm Fall Festival are still planning on being held (with revised operations). The Yarmouth New Church Chamber Orchestra series has been canceled so that event will return its funding of \$2,000.

Vote: On a motion from Jack McCormack, seconded by Stephen O'Neil, the Committee voted to re-allocate the \$2,000 in funds for the Yarmouth New Church Chamber Orchestra Series to the un-allocated fund, by a vote of 6-0. The vote was conducted by roll call and Peter Smith, Jack McCormack, Stephen O'Neil, Mary Vilbon, Joanne Crowley, and Ken Smith all voted to approve.

6. Minutes for Review

Vote: On a motion from Ken Smith, seconded by Stephen O'Neil, the Committee voted to approve the minutes of the June 11, 2020 meeting, by a vote of 5-0-1 (Jack McCormack abstained). The vote was conducted by roll call and Stephen O'Neil, Ken Smith, Joanne Crowley, and Peter Smith all voted to approve.

Mary Vilbon departed the meeting at 5:50pm

7. Upcoming Meetings

The next committee meeting will take place on September 10th and the committee will discuss the special events grant program.

8. Adjourn

Vote: On a motion from Stephen O'Neil, seconded by Jack McCormack, the Committee voted 5-0 to adjourn at approximately 6:00 pm. The vote was conducted by roll call and Peter Smith, Jack McCormack, Stephen O'Neil, Joanne Crowley, and Ken Smith all voted to approve.

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Documents provided:

- a. Agenda for the meeting
- b. TRPF Budget
- c. Chamber of Commerce Marketing June 2020 Update
- d. MA Vacant Storefront Webinar Presentation

Respectfully Submitted,
Kyle Pedicini, Community Development Office